



SUPPORTING  
CONSERVATION  
LEADERS

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COMMUNICATIONS  
IMPACT REPORT  
2022







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# WHITLEY FUND FOR NATURE

Whitley Fund for Nature has channelled £20 million to over 200 conservation leaders across 80 countries, offering laddered funding through the Whitley Awards, Continuation Funding, and Whitley Gold Award.

# OUR MISSION

The Whitley Fund for Nature (WFN) is a UK wildlife conservation charity offering recognition, training and grants to support the work of proven grassroots conservation leaders across the Global South.

# OUR OBJECTIVES

- To find, recognise and fund proven grassroots leaders in countries rich in biodiversity but lacking in the financial resource for conservation.
- Champion and repeat fund effective winners.
- Support the replication and growth of conservation solutions.
- Raise awareness of the work of winners and spread the message that we can all make a difference to the conservation of wildlife and wild places.

# WHITLEY AWARDS

Winning a Whitley Award is a career-defining moment. Our flagship prizes are awarded to grassroots conservationists leading projects in their home countries across the Global South following a global search and assessment by an expert panel. Through our winners, we support successful conservation that is rooted in science and implemented with communities.

# PROVIDING A PLATFORM

While funding makes a considerable difference to conservationists, the long-term success of their projects also depends upon profile and building connections. In addition to giving new Whitley Award winners £40,000 in project funding, WFN puts a spotlight on winners’ work, welcoming them to the world stage.

Media coverage builds local pride for projects on-the-ground, often increasing community participation and helping projects and leaders to gain greater credibility. Furthermore, it helps winners inspire philanthropic support from new sources, kick-starting a snowball effect that continues to bolster project funding. As their profile is raised, winners also have the chance to connect with other conservationists to share approaches, results and resources.

Greater credibility helps winners to secure in a better position to influence environmental policy on a regional, national and international scale, with many of our alumni going on to become world leading conservationists.





# HIGH PROFILE ADVOCATES

WFN has long been endorsed by high profile individuals whose support further raises winners’ profiles.

HRH The Princess Royal has been a Patron of WFN for 24 years and has never missed an Awards Ceremony.

In 2022, Her Royal Highness joined us in-person once more, after recording a special message for our online Ceremony in 2020 and holding a conversation with our 2021 Gold Award winner Paula Kahumbu via Zoom about her conservation work.

The photo of our winners with Her Royal Highness on stage receiving their trophies plays a key role in generating press coverage, often making it onto the front page of local and regional newspapers in winners’ home countries.



Britain’s best-known natural history filmmaker, Sir David Attenborough, has been a Trustee of WFN since 2005.

Every year, Sir David narrates short films for each Whitley Award winner, which are broadcast during our Award Ceremony and given to our winners to showcase their work in their home countries. It is a great source of pride for our winners to take home a film about their projects narrated by Sir David himself.



# AMBASSADORS

The 2022 Whitley Awards Ceremony was compered by WFN Ambassadors Tom Heap and Kate Humble, two further household names.

Tom Heap is an investigative journalist on BBC1’s Countryfile, principal voice of Radio 4’s Costing the Earth, a Panorama reporter and author of 39 Ways to Save the Planet. Tom has featured Whitley Award winners on his Sky News’ Climate Show, and Radio 4’s Costing the Earth.

Kate Humble is a television presenter and narrator, specialising in wildlife and science programmes. She has presented programmes including Springwatch, Lambing Live, Countryfile, Curious Creatures and Animal Park, and more recently hosted her own programme, Kate Humble’s Coastal Britain.

Alastair Fothergill is a director of Silverback Films Ltd and has been at the forefront of natural history programming for more than 30 years. He is the producer of landmark series such as Planet Earth, The Blue Planet and Netflix’s Our Planet, and recently of the BBC One series Wild Isles.

Our other ambassadors are Lord Robin Russell, an international environmentalist and businessman who co-founded Elephant Family, and Australian-American soprano Danielle de Niese. We are grateful for the support of our talented ambassadors, whose involvement further endorses the work of our winners across the world.



# COMMUNICATIONS-BASED PARTNERSHIPS



Through our mutual ambassador, Kate Humble, in 2022 we began a partnership with Comedy Wildlife Photography Awards (CWPA). They have helped to spread the message of WFN to their social media network of more than 250,000 followers, and through their press outreach, WFN was mentioned in 50 international online news channels, including USA Today, CBS News and Yahoo.



Conservation Optimism have partnered with us since 2021, featuring winners on their podcast and co-producing digital toolkits with WFN for their younger audience in multiple languages.



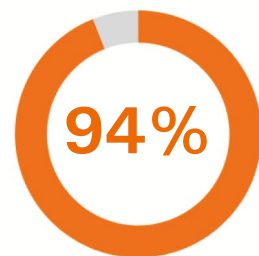
Documentary platform, Waterbear, selected WFN as a partner in their story-telling programme with Nikon Europe, supporting us in making an episode for their online series ‘A Lens on the ground: Meeting the extraordinary’.



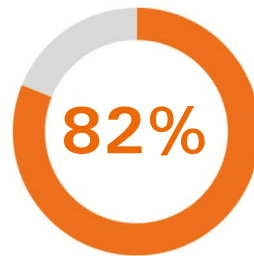
## PR TRAINING & SUPPORT

In addition to project funding, Whitley Award winners receive professional media and speech training to help them effectively communicate their work to an international audience and capitalise on the media attention following their win.

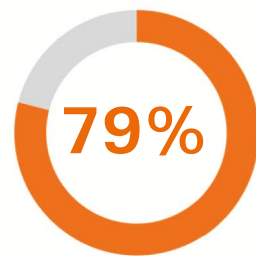
We also provide PR support, publicity materials and tailor-made films narrated by WFN Trustee, Sir David Attenborough, which are distributed to the UK and overseas media. By enabling our winners to leverage their success, together we can accelerate a conservationist's career.



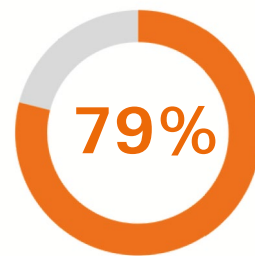
of winners felt that receiving the Whitley Award increased their profile



of winners felt the Award boosted their engagement with local people



of winners said the Award increased access to in-country media



of winners said the Award increased access to decision makers in their home countries

\*86 respondents out of 129 Whitley Award winners surveyed for WFN's 25 Year Impact Assessment

## WINNER NETWORK DEVELOPMENT TRAINING

Following the Awards week, winners join a global community of peers with whom they can share knowledge, experiences, and encouragement, based on the ethos that we are stronger together. To maximise the collective impact of this network, WFN facilitates collaborative projects, exchange visits, information sharing and training so that conservation solutions can be replicated around the world.

In 2022, we held our first in-person Regional Winner Training Programme which took place at Mpala Research Centre in Kenya. Our 2021 Gold Award Winner, Paula Kahumbu, hosted an alumni-led session during the training week about the importance of communications in helping organisations to achieve their goals. Paula produces and presents "Wildlife Warriors" – a ground-breaking TV series watched by millions of Kenyans, that shines a light on the work of African conservation heroes. Her session received positive feedback from attendees:

**"Paula's session will help me to improve my fundraising success as well as communication strategies."**



## WFN GENERATED PRESS COVERAGE

Working closely with our individual winners, we use our in-house PR expertise to identify key areas of our alumni's career journeys and project work to pitch exclusive stories to high profile UK media outlets, helping them to gain new outreach opportunities. Drawing upon our wide-reaching media relations and partnerships, WFN assists winners during the Awards Week and year-round UK visits by securing press interviews during their stay and offering support with bespoke briefing and coaching on an interview-by-interview basis.

**Below are some highlights of the press coverage generated by WFN in 2022 for our alumni network:**



### **Saving the Snow Leopard, Dr Charudutt Mishra wins Whitley Award**

**BBC News TV | 2022 Gold Award Winner Charudutt Mishra**

[TV broadcast](#) | 15.9 million viewers/month

(You can see more of the press coverage WFN secured for Charudutt on page 14)

### **Ukraine: A War On Nature**

**BBC Radio 4 Costing The Earth | 2007 Whitley Award Winner Bohdan Prots**

[Radio broadcast](#) (Interview from Ukraine) | 900,000 listeners/week plus podcast downloads

### **The Shark Savior: An Interview With Misión Tiburón Co-Founder Ilena Zanella**

**Forbes | 2019 Whitley Award Winner Ilena Zanella**

[Online article](#) | 140 million digital ecosystem

### **Crucial Congo Rainforest Faces Growing Threats from Logging and Mining**

**New Scientist | 2018 Whitley Award Winner Dominique Bikaba**

Print/[Online article](#) | 308,330 average readership

### **This Technology Shocks Sharks to Save Them**

**Bloomberg Online | 2011 Whitley Award Winner Rachel Graham**

[Online article](#) | 325,000 terminal subscribers

### **Countdown to COP27**

**BBC Radio 4 Woman's hour | 2016 Whitley Award Winner Farwiza Farhan**

[Radio broadcast](#) | 3.7 million listeners/week



# 2022 COMMUNICATIONS IMPACT SUMMARY

## Press coverage

Whitley Fund for Nature received a total of **511 pieces of press coverage in 2022**. These headline figures are based on UK and international coverage tracked by WFN and our 2022 winners; without a formal media monitoring service in place, they represent a conservative estimate:

### Whitley Award winners:

**460** items in total featuring Whitley Award winners (+ 75% on 2021)

**27** articles in UK print and online

**425** articles in international print and online

**8** broadcast features, including TV, radio and podcast interviews

Printed press from **24** countries

Online news published in **5** continents (Africa, Asia, Europe, North America, South America)

**64** items of print and broadcast news shared from internationally available media organisations

### 2022 Whitley Award Winners:

**207** items featuring our 2022 Whitley Award winners

**179** print and online features about 2022 winners

**28** radio, podcast and news broadcasts spotlighting Award announcements and winner projects

### Whitley Fund for Nature mentioned as an NGO partner in:

**51** articles

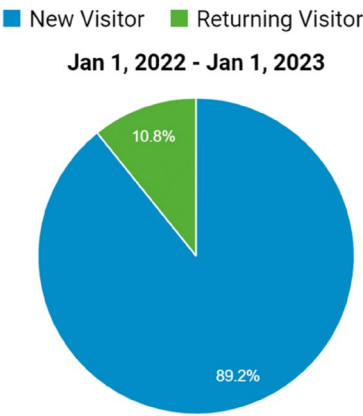
**14** countries

# DIGITAL COVERAGE

WFN uses our own [website](#) and social media platforms to amplify Whitley Award winners' work. Follow us at [@WhitleyAwards](#) on [Twitter](#), [Instagram](#), and [Facebook](#).

## Website

**81K** users on WFN's website in 2022, initiating 100K sessions



## Social Media



Twitter: 5.8K followers at the end of 2022 + **8.2% over the year**



Instagram: 7K followers at the end of 2022 + **5.6% over the year**

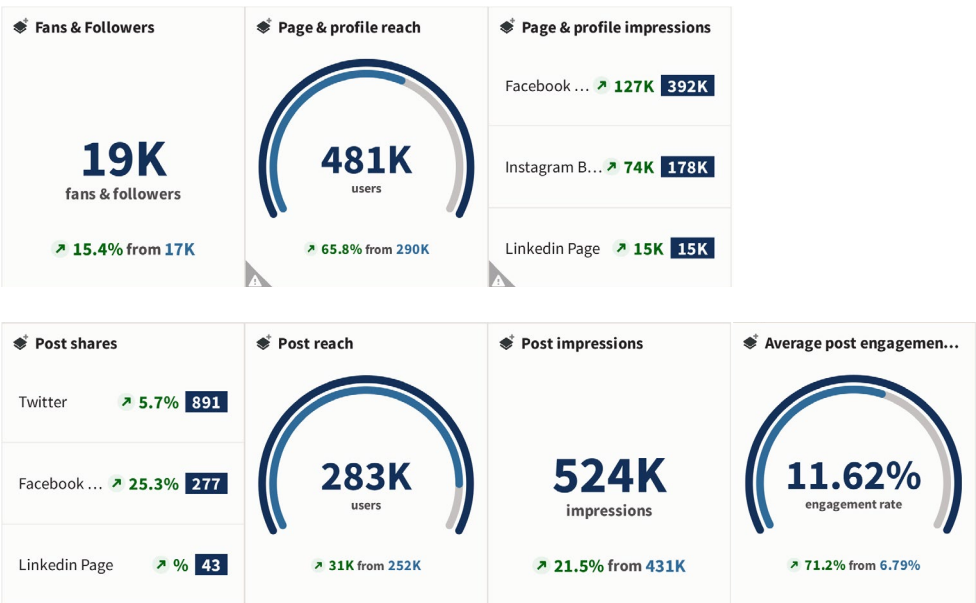


Facebook: 10.5K followers at the end of 2022 + **113.3% over the year**



LinkedIn: 683 followers at the end of 2022 + **60.3% over the year**

In 2022, we saw significant gains in visibility across our social media channels with a collective increase of more than 2,000 new fans and followers. The end of year increases compared to 2021 are shown here as totals across our combined social media channels.





2022 WINNERS

The main section of this report examines regional, national and international press coverage highlights for each winner.



Charudutt Mishra (Whitley Gold Award)

12 snow leopard range countries  
Building global capacity for community-led conservation  
[snowleopard.org](https://snowleopard.org)



Emmanuel Amoah

Ghana  
Tales from the riverbank: safeguarding the last stronghold of the West African slender-snouted crocodile  
[threscoal.org](https://threscoal.org)



Micaela Camino

Argentina  
Empowering communities to defend their human rights and conserve Argentina’s Dry Chaco  
[proyectoquimilero.com.ar](https://proyectoquimilero.com.ar)



Pablo Hoffmann

Brazil  
Rooting for the future: nurturing wild plant diversity in the Araucaria Forest region  
[sociedadechaua.org](https://sociedadechaua.org)



Sonam Lama

Nepal  
People and red pandas: mutually beneficial conservation in the Himalayas  
[redpandanetwork.org](https://redpandanetwork.org)



Estrela Matilde

São Tomé and Príncipe  
Stemming the tide of plastic pollution: An island-wide effort to save sea turtles  
[fundacaoprincipe.org](https://fundacaoprincipe.org)



Dedy Yansyah

Indonesia  
Last stand for the Sumatran rhino: looking out for Leuser’s ecosystem engineers  
[leuserconservancy.or.id](https://leuserconservancy.or.id)

2022 WHITLEY AWARDS PRESS COVERAGE HIGHLIGHTS

Following the 2022 Whitley Award Ceremony, more than 150 media outlets published stories sharing our winner announcements and celebrating the year’s award recipients, including the high-profile media outlets highlighted below:



National Geographic Kids Magazine

Wildlife Heroes!  
Print feature  
Circulation 110,000



The Guardian

Whitley wildlife conservation award winners announced  
[Online article](#)  
62 million+ unique visits per month



Evening Standard

It’s not easy being green says Anne  
Print  
Readership 1,151,000 (Daily Print)



BBC News TV

Conservation of the Snow Leopard, Chardutt Mishra wins Whitley Award  
[TV Broadcast](#)  
15.9 million viewers/month



BBC Mundo (BBC World)

Who are the 2 Latin American scientists awarded the “Green Oscar”  
[Online article](#)







## CHARUDUTT MISHRA (WHITLEY GOLD AWARD WINNER)

### Building global capacity for community-led conservation

12 snow leopard range countries

#### UK and International Coverage Highlights:



#### BBC WorldTV (International)

Live interview with Tim Wilcox  
Live Broadcast  
112 million viewers/week



#### BBC World Service Radio (International)

Pre-recorded interview with James Menendez for Newshour  
Live Radio Broadcast  
66 million listeners worldwide, plus 12.5 million in USA via NPR



#### TheTimes (UK)

Saving the snow leopard: how one village inspired schemes across Asia  
[Online article](#)  
20 million digital readers/month



#### BBC NewsTV (UK)

Conservation of the Snow Leopard, Chardutt Mishra wins Whitley Award  
[TV Broadcast](#)  
15.9 million viewers/month



#### i news (UK)

How snow leopard saviour helped protect endangered species by tackling 'retaliation killings' in Himalayas  
[Online article](#)  
9 million readers/ month

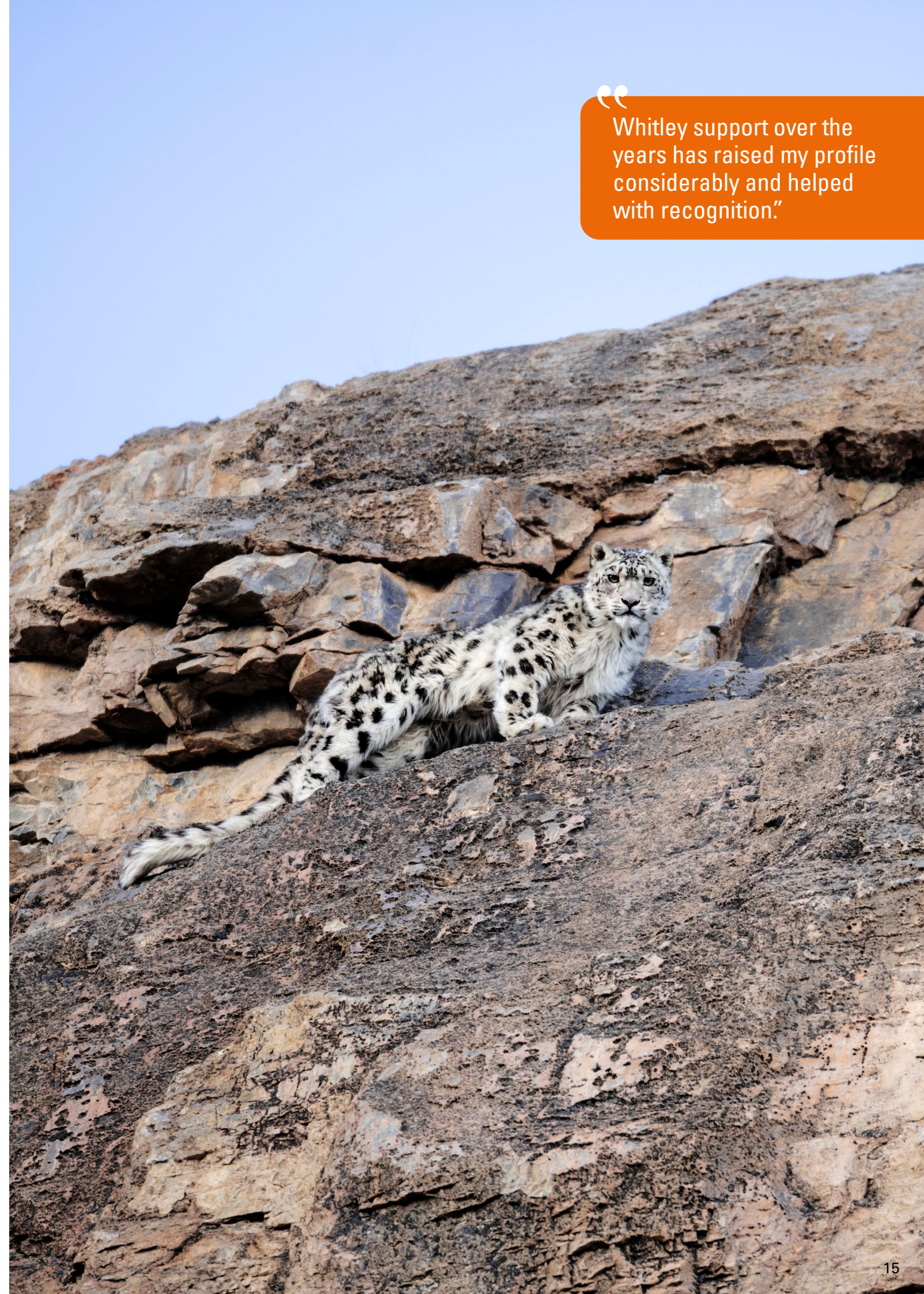


#### El Mundo (Spain)

The great challenge to save the snow leopard  
[Online article](#)  
24 million digital readers/month



Whitley support over the years has raised my profile considerably and helped with recognition."







## EMMANUEL AMOAH

**Tales from the riverbank: safeguarding the last stronghold of the West African slender-snouted crocodile**  
Ghana

### UK and International Coverage Highlights:



#### Mongabay (International)

**Slender-snouted crocodile savior: Q&A with Whitley Award winner Emmanuel Amoah**

[Online article](#)



#### BBC Radio Africa- Focus on Africa (Africa)

**Ghanaian wins prize for protecting endangered crocodile**

[Broadcast](#)



#### South AfricaToday (South Africa)

**Q&A with Whitley Award winner Emmanuel Amoah**

[Online article](#)

### Regional Coverage Highlights:



#### YEN (Ghana)

**Ghanaian Wins \$50,000 Prize For Protecting Endangered Crocodile**

[Online article](#)



#### Raw Gist (Ghana)

**Emmanuel Amoah Wins Whitley Award for Saving the West African Slender-Snouted Crocodile**

[Online article](#)



#### Ghana Gong (Ghana)

**Ghanaian scientist wins Whitley Awards, gives hope to West African Slender-Snouted Crocodile**

[Online article](#)



Since winning the Whitley Award, I have received several invitations from both local and international organisations expressing interest in working with or supporting my organization, including anonymous nominations for other prestigious international conservation awards. More importantly, this award has increased donor confidence in my organization, as we have received additional, larger grants to support our conservation work. The importance of winning this award cannot be overemphasized, as it comes with tremendous recognition and benefits."





MICAELA CAMINO

**Empowering communities to defend their human rights  
and conserve Argentina's Dry Chaco**

Argentina

### UK and International Coverage Highlights:



#### **Mongabay (International)**

Micaela Camino, the Argentine scientist who won the Whitley Prize

[Online article](#)



#### **Al Jazeera (International)**

Photos: Agriculture cuts into Argentina's Gran Chaco forest

[Online article](#) 42 million views/month



#### **SciTech Daily (USA)**

The Mysterious Case of the Disappearing White-Lipped Peccaries

[Online article](#) 14 million views/month

### Regional Coverage Highlights:



#### **Telediario Digital (Argentina)**

Conserving the Chaco forests and empowering the indigenous peoples

[Live TV Broadcast](#)



#### **El Diario (Argentina)**

An Argentine woman was awarded for her work on biodiversity in Chaco

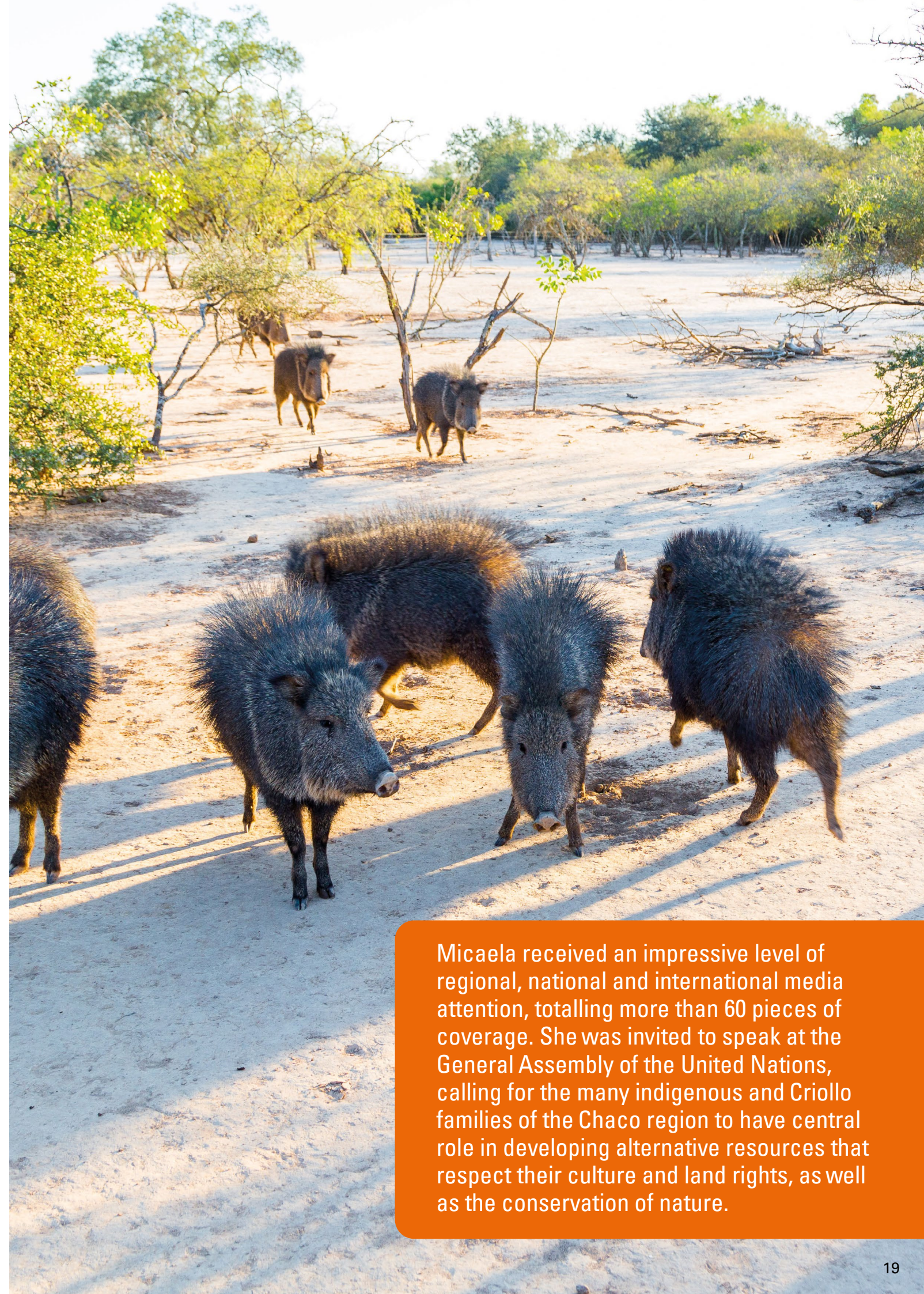
[Online article](#)



#### **Ciudadano News (Argentina)**

Micaela Camino wins the "Green Oscar" for her conservation project in the Chaco

[Broadcast](#)



Micaela received an impressive level of regional, national and international media attention, totalling more than 60 pieces of coverage. She was invited to speak at the General Assembly of the United Nations, calling for the many indigenous and Criollo families of the Chaco region to have central role in developing alternative resources that respect their culture and land rights, as well as the conservation of nature.





PABLO HOFFMANN

**Rooting for the future: nurturing wild plant diversity in the Araucaria Forest region**  
Brazil

## UK and International Coverage Highlights:

**THE TIMES OF INDIA**

### The Times of India (India)

'We preserve threatened plant species in Brazil, from tiny palms to huge conifers'  
[Online article](#)



### CNN (International)

The award-winning conservationist fighting to save a forest  
[Documentary](#)



### CGTN America (USA)

See how an NGO protects araucaria forests in Brazil  
[TV report](#)

## Regional Coverage Highlights:



### BBC News (Brazil)

The Brazilian awarded the 'Oscar' of environmental conservation  
[Online article](#)



### Latin American Post (Latin America)

Two Latin American Scientists Win The 2022 Whitley Awards  
[Online article](#)



### GloboTelevision Network (Brazil)

Araucaria survived the asteroid, but was almost extinct by unbridled logging in southern Brazil  
[TV report](#)



The Whitley Award brought awareness of the need to conserve the almost extinct Araucaria Forest to the attention of Brazilian society and the world, consolidating the credibility of our actions and opening space in regional, national, and international media, and best of all: the demand for information and seedlings for planting has increased, creating a positive impact on the forests too!"





SONAM LAMA

**People and red pandas: mutually beneficial conservation in the Himalayas**  
Nepal

### UK and International Coverage Highlights:



#### BBC Wildlife (UK)

Red panda conservationist wins Whitley Award 2022  
[Online article](#)



#### Mongabay (International)

Q&A with Whitley Award winner Sonam Tashi Lama  
[Online article](#)

### Regional Coverage Highlights:



#### The HimalayanTimes (Asia)

Sonam Lama Wins Whitley Award for Protecting Red Pandas in Nepal  
[Online article](#)



#### NepaliTimes (Nepal)

Nepal conservationist wins Whitley Award  
[Online article](#)



#### Kantipur (Nepal)

Lama receives Rs 6.2 million for his contribution to habre conservation  
[Online article](#)



#### Nepal News (Nepal)

International Award for Nepali Conservationist  
[Online article](#)



#### Partnership coverage:

Featured on Conservation Optimism [Podcast](#)



“

Winning a Whitley Award brought media attention not only to my own red panda conservation work, but also magnified the outreach of the work we do from Red Panda Network. The support and attention from the local level of my remote village in eastern Nepal, to the international level proliferated, which helped in bringing more funding, and quick responses on policy support.”





## ESTRELA MATILDE

### Stemming the tide of plastic pollution: An island-wide effort to save sea turtles

São Tomé and Príncipe

#### UK and International Coverage Highlights:



#### BBC World Service Radio -The Conversation (International)

Women Tackling the Global Plastic Crisis  
[Podcast](#)



#### Oceanographic Magazine (UK)

Hotspot of biodiversity  
[Online article](#)



#### Mongabay (International)

Biologist fighting plastic pollution to save sea turtles wins 'Green Oscar'  
[Online article](#)

#### Regional Coverage Highlights:



#### Publico Newspaper (Portugal)

Star Matilde, the biologist who wants to "change the world, one island at a time"  
[Online article](#) & [Podcast](#)



#### CNN Portugal (Portugal)

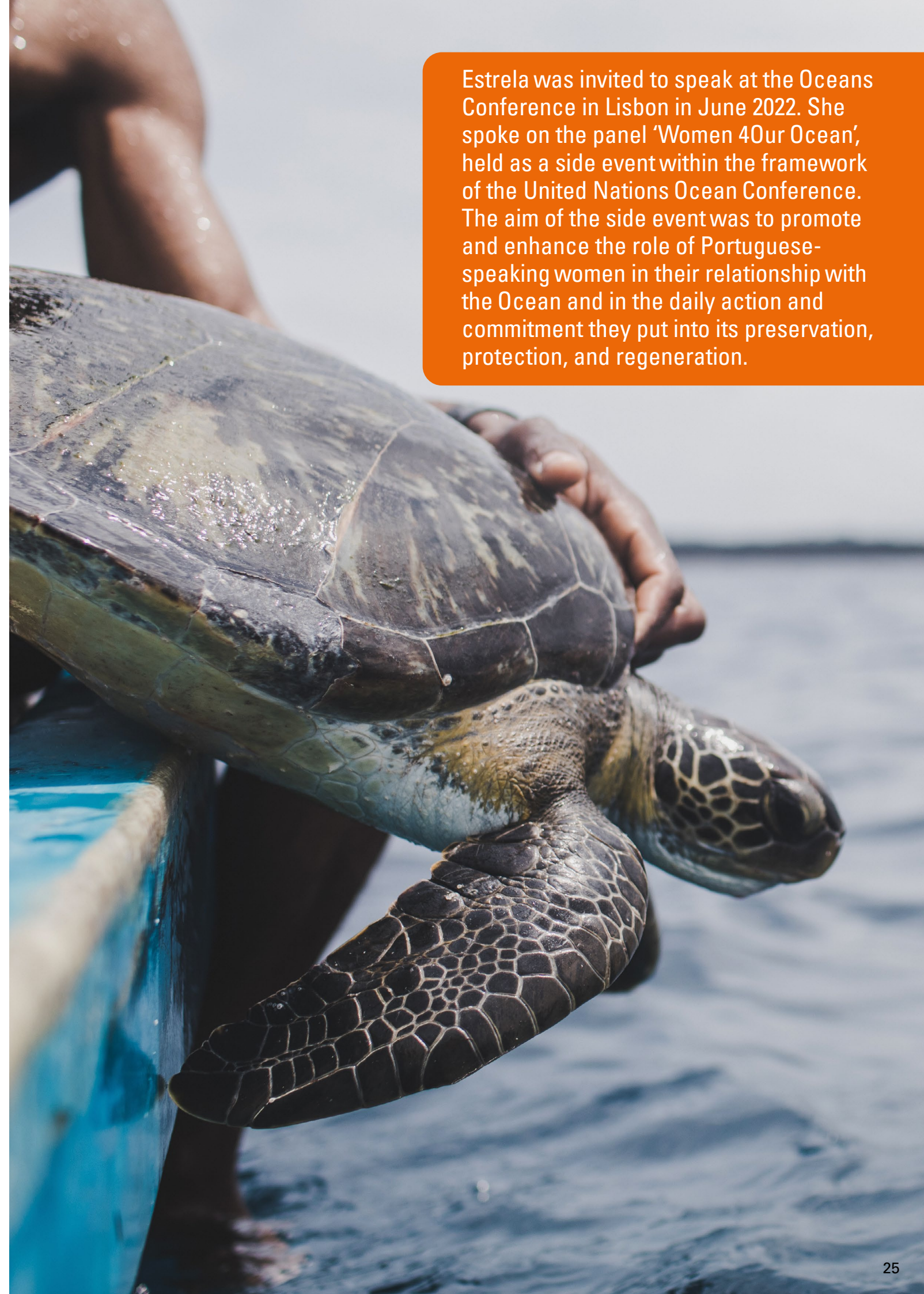
Young Portuguese girl wins 'Oscar of the Environment' delivered by the hands of Princess Anne of England  
[Online video report](#)



#### Município de Sines (Portugal)

Siniense wins one of the main environmental awards in the world  
[Online article](#)

Estrela was invited to speak at the Oceans Conference in Lisbon in June 2022. She spoke on the panel 'Women 4Our Ocean', held as a side event within the framework of the United Nations Ocean Conference. The aim of the side event was to promote and enhance the role of Portuguese-speaking women in their relationship with the Ocean and in the daily action and commitment they put into its preservation, protection, and regeneration.







DEDEDY YANSYAH

**Last stand for the Sumatran rhino: looking out for Leuser's ecosystem engineers**  
Indonesia

### Regional and International Coverage Highlights:



#### Mongabay (International)

**Dedi Yansyah to Save the Sumatran Rhino**  
[Online article](#)



#### Aceh Tribune News (Indonesia)

**Aceh Conservation Activist Dedy Yansyah Wins Whitley Awards in London**  
[Online article](#)



#### Valid News (Indonesia)

**Taking Care of the Sumatran Rhino, FKL Receives International Award**  
[Online article](#)



#### INA News (Indonesia)

**Fighting for the Survival of the Sumatran Rhinoceros, Dedy Yansyah Receives an International Award**  
[Online article](#)



#### Radio Idola (Indonesia)

**Get to know Dedy Yansyah, Environmental Activist and Coordinator of the Rangers Leuser Conservation Forum**  
[Radio broadcast](#)



#### Aceh Satu (Indonesia)

**Save Sumatran Rhino in East Aceh BKSDA Builds Protected Area**  
[Online article](#)




The happiest thing for me is that this award makes the field team, especially the Rangers, proud. I'm especially proud that winning the award has generated extraordinary appreciation for the hard work of my Ranger comrades in Leuser. I represented them to receive the award at the event."




# ALUMNI HIGHLIGHTS


While the immediate profile impact of winning the Whitley Award is the focus of our tracking each year, many past winners continue to secure outstanding press coverage. Here are a few highlights from 2022, from both leading international publications as well as important regional outlets.




**Kerstin Forsberg (2018 Whitley Award)**  
National Geographic (Spain) | [Podcast](#)  
The conservation of manta rays in northern Peru




**Olivier Nsengimana (2018 Whitley Award)**  
The Telegraph (UK) | [Online / Print article](#)  
Prince Charles takes injured bird under his wing in Rwanda




**Ximena Velez-Liendo (2017 Whitley Award)**  
CNN (USA) | [Online article](#)  
The bears and the bees: How honey is helping to save the spectacled bear




**Abdullahi Ali (2020 Whitley Award)**  
The Conversation (UK) | [Online article](#)  
Climate change and wildlife: 3 studies that reveal the devastating toll on Africa's animals




**Patricia Medici (2008 Whitley Award)**  
Mongabay (International) | [Online article](#)  
The isolated tapirs of the Atlantic Forest face an uncertain future




**Jimmy Muheebwa (2010 Whitley Award)**  
BBC News (UK) | [Online article](#)  
Saving the cranes, Uganda's endangered national symbol



**Gladys Kalema-Zikusoka (2009 Whitley Award)**  
BBC World Service – Newsday (International) | [Online audio](#)  
COP15 Biodiversity Conference



**Farwiza Farhan (2016 Whitley Award)**  
Time magazine (International) | [Online / Print article / Online film](#)  
Time100 Next



**Paula Kahumbu (2021 Gold Award)**  
Financial Times (UK) | [Online article](#)  
The FT's 25 Most Influential Women of 2022

# AWARDS & ACCOLADES

The increased visibility that comes with winning a Whitley Award starts a chain reaction, growing a conservationist's influence. As more people read about their work, winners are more likely to obtain further support and receive additional awards. Here are just a few of the outstanding recognitions that our alumni have earned over the past year:

**Purnima Devi Barman (2017 Whitley Award)**  
  
UN Environment Programme's 2022 Champion of the Earth for Entrepreneurial Vision by the for her work leading the "Hargila Army," an all-female grassroots conservation movement dedicated to protecting the Greater Adjutant Stork from extinction.

**Pablo Borboroglu (2018 Gold Award Winner)**  
  
International Sciacca Award at the Vatican for his work as founder of the Global Penguin Society, dedicated to the conservation of all penguin species in the world.

**Farwiza Farhan (2016 Whitley Award)**  
  
Featured on TIME magazine's 2022 TIME100 Next list as an 'emerging leader' and as the cover star of TIME's Asia edition of the magazine.

**Rachel Ikemeh (2020 Whitley Award)**  
  
The National Geographic/Buffett Award For Leadership In Conservation, for her work in protecting the Niger Delta red colobus monkey and as an inspirational conservation advocate who serves as a role model and mentor.

**Paula Kahumbu (2021 Gold Award Winner)**  
  
One of the Financial Times' 25 Most Influential Women of 2022, Conservation Legacy Award at the Jackson Wild Media Awards and 'Special Jury Award' at the International Wildlife Film Festival.

**Gladys Kalema-Zikusoka (2009 Whitley Award)**  
  
2022 Edinburgh Medal and the 2022 Tällberg-SNF-Eliasson Global Leadership Prize.

**Charudutt Mishra (2022 Gold Award Winner)**  
  
The BBVA Foundation's Worldwide Biodiversity Conservation Award on behalf of The Global Snow Leopard Ecosystem Protection Program.

**Jon Paul Rodríguez (2019 Gold Award Winner)**  
  
The inaugural Wolfgang Kiessling International Prize for Species Conservation for achieving 'significant positive change in the field of conservation practice, theory and research'.

**José Sarasola (2018 Gold Award Winner)**  
  
The Tom Cade Award from Raptor Research Foundation for his first-of-a-kind research to systematically examine raptor electrocutions in southern South America.



# CASE STUDY

## Farwiza Farhan (2016 Whitley Award) Saving Sumatra’s iconic species in the Leuser Ecosystem Indonesia

“The Whitley Award was the first award I ever received. Mine was risky work, and WFN had faith enough to give me funding, which helped me to build profile. Afterwards, others had faith in me too.”

Since winning her Whitley Award in 2016, Farwiza Farhan has gone from grassroots activist to one of the world’s leading voices in environmental activism. Leveraging the status and credibility of her Whitley Award, Farwiza has successfully driven change from the ground up in the fight to protectThe Leuser Ecosystem in Sumatra, Indonesia.

The Leuser Ecosystem is the last place in the world where the tiger, orangutan, elephant, and rhino can be found roaming together. Farwiza uses the power of collaboration to mobilize local, national, and global campaigns that empower communities to become involved in policymaking. She helped launch a citizen lawsuit against companies operating illegally inside the Leuser Ecosystem, ending in a victory for conservation, and a precedent-setting USD 26 million fine.

Farwiza then used her WFN 25th Anniversary Funding grant to create an advocacy campaign that successfully brought a lawsuit against the 173-meter highTampur Leston dam. Through soliciting media attention, protests, and disseminating information about the impacts of the dam, she garnered local and international support.



### Since winning her Whitley Award, Farwiza’s continued activism has led to:



Recognition as an ‘emerging leader’ on the 2022TIME100 Next list. The accolade from TIME magazine features 100 rising stars from across industries and around the world. Farwiza was spotlighted for her contribution to ‘shaping the future and defining the next generation of leadership’ and chosen as the cover star ofTIME’s Asia edition of the magazine.

Praise from Bill Gates, posting from his officialTwitter account; “Leaders like @wiiiiza make me more optimistic about the future of the world” [30/9/2022]. He was also quoted in National and International press articles as saying that he had had a chance to meet with Farwiza around the beginning of 2022 and was impressed with her environmental efforts.



Being filmed as part of Leonardo DiCaprio’s BeforeThe Flood film for National Geographic. Following Leonardo’s journey as a United Nations Messenger of Peace, Farwiza provided expert knowledge for the documentary which streams on Disney+ (137.7 million subscribers).

Creating the impact film, Sumatra’s Forest Guardian with WFN partners, WaterBear Network, for their free online streaming service, which reaches 25 million viewers.



An interview on BBC Radio 4’s Woman’s Hour ahead of COP27, discussing the power that women hold when it comes to climate conservation.



Becoming a TED Fellow, joining nearly 500 visionaries across 300 disciplines in a programme that facilitates coaching, mentorship and delivering TED Talks.



Speaking on stage at the Clinton Global Initiative event Climate Week 2022 meeting, where Farwiza was introduced on stage by Hillary Clinton.

Speaking at the 8th G20 Parliamentary Speakers Summit (P20) in October 2022, which was attended by 19 parliament speakers and around 59 heads of delegations. Their discussions centred on four main topics: green economy, food and energy security, ensuring the effective role of parliament and democracy; as well as social inclusion, gender equality, and women’s empowerment. The Speaker of the Indonesian House of Representatives, Puan Maharani, concluded that all parties involved made a commitment to achieving world peace.





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